

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

What is claimed is:

1 - 6. (Cancelled).

7. (Currently Amended) A system for managing promotional reward arrangements between affiliated entities, the system comprising:

a promotion link generator for creating a link in a site owner computer system coupled to a network, the link corresponding to a promotion in an affiliate, the promotion including an offer to a user for an award of points by the site owner in exchange for the user performing a qualifying activity in a computer system of the affiliate, and for making the promotion accessible to the user by utilizing one or more promotion channels;

a link processor for decrypting and validating user and promotion data contained in the link and for redirecting the user to an affiliate system capable of capturing the qualifying activity of the user;

a qualifying activity selector for accessing the captured qualifying activity of the user;

a reward estimator for the calculating and tracking of site owner points awarded to the user for completing the qualifying activity required by the promotion, and for

calculating rewards for the site owner corresponding to the qualifying activity completed by the user in response to the promotion; and

secure communications means for transferring data from the promotion link generator to the link processor and for transferring data from the qualifying activity selector to the reward estimator;

wherein the user, activating the link contained in the promotion, is transferred to the link processor, the link processor validating the link data and redirecting the user to an affiliate system capable of capturing the qualifying activity of the user, the qualifying activity selector accessing any captured qualifying activity of the user, and the reward estimator calculating and tracking of site owner points awarded to the user.

8. (Original) The affiliated-entities reward management system of Claim 7 wherein the link comprises a destination uniform resource locator, a token, and additional link information, the token including link ID, link type, target type, and promotion ID.

9. (Currently Amended) The affiliated-entities reward management system of Claim 7 8 wherein the destination uniform resource locator is a lower level domain name of a domain name server for the affiliate.

10. (Original) The affiliated-entities reward management system of Claim 7

wherein the one or more promotion channels is selected from the group consisting of e-mail, banner advertising, HTML link in a web page, and off-line coupon.

11. (Original) The affiliated-entities reward management system of Claim 7, wherein the network is selected from the group consisting of public networks and private networks.

12. (Cancelled).

13. (Original) The affiliated-entities reward management system of Claim 7 wherein there is no clearinghouse server.

14. (Original) The affiliated-entities reward management system of Claim 7 wherein the secure communications means comprise a proxy server providing an extra security layer prior to the user being transferred to the link processor.

15. (Original) The affiliated-entities reward management system of Claim 7 wherein the promotion link generator includes capability for entry of off-line coupon information including a destination uniform resource locator, a token, and additional link information, the token including link ID, link type, target type, and promotion ID.

16. (Currently Amended) A system for managing promotion and reward arrangements between one site owner and a plurality of affiliated entities, the system comprising:

a promotion link generator for creating a plurality of links in a site owner computer system coupled to a network, each link of the plurality of links corresponding to a promotion in an affiliate of a plurality of affiliates, the promotion including an offer to users for award of points by the site owner in exchange for the users performing a corresponding qualifying activity in a computer system of the corresponding affiliate of the plurality of affiliates;

a link processor for each affiliate of the plurality of affiliates, the link processor for each affiliate capable of decrypting and validating of link data and capable of redirecting the users to the corresponding computer system of each affiliate of the plurality of affiliates, the corresponding computer system capable of capturing the corresponding qualifying activity of the users;

a qualifying activity selector for each affiliate of the plurality of affiliates accessing the corresponding captured qualifying activity of the users;

a reward estimator for the calculating and tracking of site owner points awarded to the users that performed the qualifying activity required by the promotion, and for calculating rewards for the site owner corresponding to the qualifying activity completed by the user in response to the promotion; and

secure communications means for transferring data from the promotion

generator to the link processor for each affiliate of the plurality of affiliates and for transferring data from the qualifying activity selector for each affiliate of the plurality of affiliates to the reward estimator;

wherein the users, activating a plurality of links, are transferred to the corresponding link processor, the corresponding qualifying activity selector accessing the corresponding captured qualifying activity, and the reward estimator, calculating and tracking of site owner points awarded to the corresponding users that performed the corresponding qualifying activity.

17 - 21. (Cancelled).